

Strategic Marketing of EHC Evaluation

*To be conducted six months after lesson.

1. What were the key elements of your personal EHC elevator speech?

2. How many times in the last six months have you shared information about EHC with someone else? (check one)

 None
 1-3
 4-6
 7-9
 10 or more

3. If you shared information about EHC with someone else, did you mention anything included in your personal elevator speech?

 Yes
 No

4. Has your club or council implemented any parts of your marketing plan?

 Yes
 No

5. If so, what (if any) results have been achieved so far?

6. Additional comment, concerns or information needed: